

Alliance for Economic Inclusion (AEI)  
Southeast Louisiana Small Business Conference  
Presents  
***Access to New Opportunities***  
FDIC and Good Work Network  
**November 12, 2009**  
Lindy Boggs International Conference Center

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**7:30 am – 8:30 am**

**REGISTRATION AND CONTINENTAL BREAKFAST**

**8:30 am -9:00 am**

**WELCOME REMARKS**

Phyllis Cassidy, President & CEO, Good Work Network  
Lee Bowman, National Community Affairs Officer, FDIC

**Program Overview**

Reuben DeTiege – Business Consultant to Good Work Network, President CPM

**9:15 am-10:30 am**

**Panel 1**

**MARKETING 101: SOCIAL MEDIA MARKETING FOR YOUR SMALL BUSINESS.**

Marketing experts will discuss strategies that make the most of a limited marketing budget by focusing on social media tools such as Twitter, Facebook and LinkedIn.

**Adele Tiblier, FSC INTEGRATED**

**Desiree Young, VENTUREWALK**

**PANEL 2**

**MEETING YOUR BUSINESS BANKER TO LEARN WHAT EVERY SMALL BUSINESS SHOULD KNOW ABOUT DEVELOPING A BANKING RELATIONSHIP.**

Discover the products and services offered by banks which will benefit your small business. The discussion will include: what banks are looking for when reviewing your business loan application, information on Visa/MasterCard acceptance, online banking, business credit cards, understanding SBA Loan guarantees and more. Prepare for success in business by building your banking relationship today.

**Scarlett Duplechain, COMPTROLLER OF THE CURRENCY, MODERATOR**

**Calvin Turner, WHITNEY BANK**

**Matthew Sims, LIBERTY BANK**

**Richard Ziegler, REGIONS BANK**

**PANEL 3**

**DOING BUSINESS WITH THE FILM INDUSTRY: CREATIVE MEDIA AND DESIGN.**

Learn about the opportunities to work in the film industry ranging from the building trades to music composition and animation services

**David Crais, CRAIS MANAGEMENT GROUP**

**Jennifer Day, CITY OF NEW ORLEANS OFFICE FILM AND VIDEO**

**Thomas Rush, Greater New Orleans Foundation**

**PANEL 4**

**ESTABLISHING BUSINESS CREDIT.**

Discover valuable information from financial experts about the financial health of your business. Strategies for raising your credit score will be discussed as well as the best way to establish business credit.

**Norman Roussell, CAPITAL ACCESS PROJECT**

**Phoebe Brown, MONEY MANAGEMENT**

**PANEL 5**

**TECHNOLOGY FOR SMALL BUSINESS.**

Attend this session and learn how to grow and develop your business through the use of technology. Learn how to manage E-Blasts, websites and how to optimize to create value.

**Will Norris, LA TechAssist, Louisiana Technology Council**

**10:30 am – 10:50 am**

**BREAK & EXHIBIT HALL**

**11:00 am – 12:15 pm**

**PANEL 6**

**HOW TO DO BUSINESS WITH THE STATE AND FEDERAL GOVERNMENT.**

Become a recession-proof customer. Learn how to offer your goods and services to this important sector. You will also learn the steps to navigate the automated bidding process.

**JoAnn Lawrence, US Small Business Administration SBA**

**Robert Dempsey, LOUISIANA PROCUREMENT TECHNICAL ASSIST CENTER**

**Tony Gregg, GENERAL SERVICES ADMINISTRATION GSA**

**Rosemary Jackson, LOUISIANA CONTRACTS AND PROCUREMENT**

**PANEL 7**

**SUPPLIER DIVERSITY - DOING BUSINESS WITH THE CORPORATE SECTOR.**

Join your colleagues for an open discussion of issues and challenges in supplier diversity and procurement. Learn exactly what the corporations are looking for and how to get ready.

**Rivers Frederick III, LOUISIANA MINORITY SUPPLIER DEVELOPMENT COUNCIL**

**Mia Spicer, CHEVRON**

**Essence Harris, ENTERGY**

**PANEL 8**

**FRANCHISING - CURRENT OPPORTUNITIES.**

This session will cover the pros and cons of franchising and how you can get started. Get your questions answered by other entrepreneurs who chose franchising as a way to do business.

**Phyllis Jordan, PJ'S COFFEE, MODERATOR**

**Michelle Gobert, SIGNS NOW**

**Henry Coaxum, MCDONALDS**

**Ike Spears, UPS STORE**

**PANEL 9**

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**Scarlett Duplechain, COMPTROLLER OF THE CURRENCY, MODERATOR**

**Dan Watsky, FIDELITY SAVINGS BANK**

**Henry Kothmann, WHITNEY BANK**

**Jeanne Bergeron, CHASE BANK**

**Mark Boucree, CAPITAL ONE BANK**

**PANEL 10**

**DIVERSITY - MAKING SURE YOU HAVE THE RESOURCES YOU NEED TO SUCCEED**

This panel will explore the challenges that minority and women business owners face in the Gulf Coast region. We will begin the dialogue, discussing the importance of collaboration between all races.

**Eugene Green, NATIONWIDE REAL ESTATE, MODERATOR**

**Eva San Martin, HISPANIC APOSTOLATE**

**Mildred Dillon, THE MONEY DOCTOR**

**Nat Jones, AMERICAN DRAFTING SERVICE**

**Cindi Ngyuen, VIET**

**12:15 pm - 1:30 pm**

**CONFERENCE LUNCHEON**

**CJ Morgan, TV and Radio Personality, EMCEE**

Invocation

**Pastor John T. White, GREATER KING SOLOMON BAPTIST CHURCH**

**Recognition of Title Sponsors**

Keynote Speaker

**Calvin Mills, FOUNDER, PRESIDENT & CEO, CMC TECHNOLOGIES CONSULTING**

**1:30 pm - 1:45 pm**

**BREAK & EXHIBIT HALL**

**1:45 pm - 3:00 pm**

**Panel 11**

**Financing Your Small Business, Alternatives to Traditional Banks**

You would like to borrow money to start or grow your business and are looking for alternatives to a traditional bank. Find out the information you need to look for other funding to grow your business. The Myths and the Realities.

**Tonette Rising, ASI CREDIT UNION**

**Bill Pope, RLC/BUSINESS RESOURCE CAPITAL**

**Stephaney Bolden - Accion Texas/Louisiana**

**Peter Brooks, NEWCORP BUSINESS ASSISTANCE CENTER**

**PANEL 12**

**SMALL BUSINESS RESOURCE ROUNDTABLE**

This informative panel will let you know about resources available for start up and/or expanding already established businesses.

**Angel Robinson, COLLABORATIVE FOR ECONOMIC DEVELOPMENT, MODERATOR**

**Vaughn Fauria, NEWCORP BUSINESS ASSISTANCE CENTER**

**Phyllis Cassidy, GOOD WORK NETWORK**

**Norman Roussell, CAPITAL ACCESS PROJECT**

**Angele Vonderpool, WOMEN'S BUSINESS RESOURCE CENTER, URBAN LEAGUE**

**Carmen Sunda, Louisiana Small Business Development Center, LSBDC**

**Joseph Ewell, Jefferson Parish Economic Development Commission (JEDCO)**

**PANEL 13**

**GREENING YOUR BUSINESS: WHAT IT MEANS TO BE GREEN**

Be "green" by using Local, State and Federal Tax Credits to Increase Energy Efficiency and Reduce Overhead. Also, learn about growth opportunities for green building and other environmental technologies.

**Nancy Montoya, FEDERAL RESERVE BANK OF ATLANTA**

**Linda Stone, GLOBAL GREEN**

**Forest Bradley-Wright, ALLIANCE FOR AFFORDABLE ENERGY**

**Robin Barnes, SEEDCO FINANCIAL**

**PANEL 14**

**TOURISM – THE NUMBER ONE INDUSTRY IN NEW ORLEANS.**

What are the future tourism prospects and how can your business profit from this important segment of the local economy?

**Mary Beth Romig, CONVENTION AND VISITORS BUREAU**

**Reshonda Brewster, New Orleans Minority Tourism Network**

**PANEL 15**

**OPPORTUNITIES IN CONSTRUCTION AND PROCUREMENT**

Participants will learn about current construction and procurement projects now available in southeast Louisiana and how your business can get involved.

**Andreanecia Morris, GREATER NEW ORLEANS OPPORTUNITIES ALLIANCE (GNOHA),**

**MODERATOR**

**Angela Anderson, Housing Authority of New Orleans (HANO)**

**Nina Marchand, ORLEANS LEVEE DISTRICT**

**Carol Balthazar, PORT OF NEW ORLEANS**

**Edward Foley, ARMY CORPS OF ENGINEERS**

**Don Lawhorne, MINORITY BUSINESS OPPORTUNITY CENTER**

**Phyllis Jordan, CONNECTWORKS, GOOD WORK NETWORK**

**3:00 pm - 5:00 pm**

**SMALL BUSINESS EXPO**

Nearly 40 regional resource providers, lenders, and small businesses will exhibit their services. During this session, conference participants will be able to meet with area contractors, developers and organizations interested in doing business with local small businesses.

**ON SITE REGISTRATION**

Computers will be set up on-site to access Small and Emerging Business certification and vendor registration necessary to do business with the State of Louisiana.

**5:00 pm – 5:30 pm**

**WRAP UP SESSION**

Tell us what you think. Evaluations, feedback and next steps